

NOV.  
CONTACTS  
1954



# Remembrance Day

NOVEMBER ELEVENTH



*O valiant hearts, who to your  
glory came  
Through dust of conflict and  
through battle flame;  
Tranquil you lie, your knightly  
virtue proved,  
Your memory honoured in the  
land you loved.*

*Splendid you passed, the great  
surrender made,  
Into the light that nevermore  
shall fade;  
Deep your contentment in that  
blest abode,  
Who wait the last clear trumpet-  
call of God.*

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**Lord God of Hosts, Be With Us Yet,  
Lest We Forget, Lest We Forget.**

## **Employees' Charitable Fund Contributes \$10,000.00 to Ontario Hurricane Relief Fund**

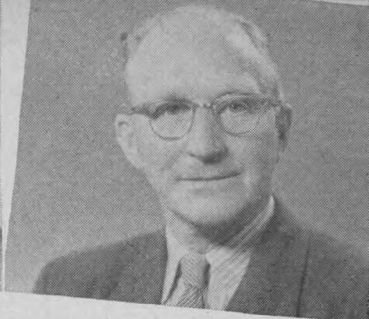
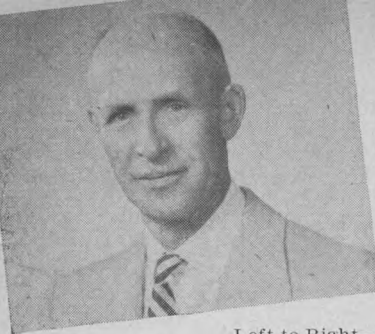
### **A Statement to Our Contributors**

Realizing the urgency of the need, and wishing to act with all due dispatch, an emergency meeting of your executive was called on Wednesday, October 20, at which \$10,000.00 was voted to the Ontario Hurricane Relief Fund.

Your executive feel that in making this contribution, they are expressing in tangible form, the deep sympathy we all feel for those affected by this major disaster.

**Ian L. Wood,**  
President.





Left to Right—Mr. G. Phillips, Mr. W. Milford, Mr. C. L. Cuthbert

## ***Congratulations on Your Fortieth Anniversaries***

### **CHARLES LESLIE CUTHBERT**

Born in London, England, Les. Cuthbert has been with Mail Order Transportation for his complete four decades, starting with us September 11, 1914. He was more than three years overseas in World War I with the famous Fort Garry Horse. (He and George Phillips, below, enlisted the same day!) And Les. has continued that patriotic effort for thirty years, with the Army Reserve, ranking today as R. S. M., Signals. Married to the former Margaret Agnew of Mail Order packing office, Les has a son Jack, graduate architect, and daughter Joan in high school. Enjoys gardening and the usual home round of work, but indulged his favourite recreation of motor travel this summer by touring to B.C. with his family, where Mrs. Cuthbert, senior, now resides—a lovely holiday, says Les.

### **GEORGE PHILLIPS**

Hailing from Edinburgh, Mr. Phillips is another Eatonian who has had a very similar career to Mr. Cuthbert, all with the Mail Order Packing, Shipping, etc., completing his forty years on September 18. George served with that great regiment, the Fort Garry Horse, most of his four years being overseas.

Daughter Dorothy is at present in Switzerland, working with "Moral Re-armament." Son Stuart is in Toronto, where Mr. and Mrs. Phillips visited this summer (being in Toronto on their anniversary day) during a long motor

tour "down East." Five years on the St. Vital School Board, many years in Community Club work, and a continual program of lodge work, keep Mr. Phillips a busy man outside work hours. And incidentally, we wonder if any other Eatonians can equal that work record for attendance—just one-half day lost through illness in his forty years, says George proudly. May his good health and vigour continue.

### **WILLIAM MILFORD**

Completing the roster from England, Scotland and Ireland for forty years' service on October 14, Bill Milford was born in County Antrim, North Ireland. Not only has he served forty continuous years with Mail Order Paints, but previous to that, put in two years in that department. From 1915 to 1918 Gunner Milford served with Canada's 3rd Division, Field Artillery, three years overseas. A widower, with one daughter, Virginia, Bill likes gardening and "a little golf." Evidently his colleagues think it's more than a little, or wish to improve his game, for their anniversary gift to him was a very handsome golf bag and expert-looking golf clubs with accessories. A department party was held for this popular member of "74" on his anniversary evening, at the home of Mr. Frank Anderton, when Bill was presented with a shirt and tie from those present. Celebrating the "fortieth" in advance, Mr. Milford and his daughter enjoyed a motor tour 'way down south to Texas, a grand time and an "extra month of summer," said he.

## ***Cook Rink Wins Lawn Bowling Honours for 1954 Season***

The rink shown here is winner this year of the Lawn Bowling trophy, nosing out the Lorne Jackson rink in the finals. Captained by Percy Cook, they are: Jean Fairhall, lead; Jessie Armstrong, second; Louise Robertson, third, and Percy Cook, skip. Left to Right—Jessie Armstrong, Jean Fairhall, Louise Robertson, Percy Cook.

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### **LAWN BOWLERS, NOTE!**

Wind-up social evening with presentation of trophies is planned for Hallowe'en evening, October 31, at the Airport Hotel.

Three





Top Row—Left: Helgi Johnson receives Men's trophy from Mr. Muirhead, for the Combines. Right: Mr. E. G. Rogers presents token All-Star awards to Edna Johnson and Helgi Johnson.  
Lower Row—Left: Mrs. A. H. Young presents Girls' trophy to Mrs. Johnson of the Royals. Centre: "Most Valuable Player" Edith Friesen (in uniform). Right: Mrs. W. Clay presents the Most Valuable Player trophy to "Ede" Friesen.

## Softball League Dinner Party and Dance

'Twas a really outstanding, enjoyable and successful evening when the softball clubs and guests celebrated at the Curtis Hotel, Thursday, September 16. President Norm Locke presided, and with him at the head table were Mrs. Locke, Mr. and Mrs. W. L. Palk, Mr. and Mrs. A. H. Young, Mr. and Mrs. E. Rogers, Mr. and Mrs. B. Sutherland, Mr. and Mrs. F. G. Muirhead, Mr. and Mrs. Ted Black, Mr. and Mrs. W. E. Gray, Messrs. D. McPherson and H. Price.

With Hal Price's nimble fingers at the piano and the notable Sutherland baritone leading the voices, a hearty sing-song preceded and proceeded with the enjoyable dinner. Chairman Locke thanked the Company and the Memorial Fund for their splendid support and called on head table guests to present the trophies and prizes.

To the girls' club winners, the Royals, Mrs. A. H. Young presented the championship trophy. Men's champions, the Combines, received theirs at the hands of Mr. F. G. Muirhead who, in reply to the president's speech, said how glad the Company was to support athletic recreation and thus use well the Sir John Eaton Memorial Fund. All-Star awards were presented to Edna Johnson and Helgi Johnson who in turn presented them to the players.

Ede Friesen was nominated most valuable player and the trophy was awarded to her by Mrs. W. Clay, the wife of the donor. An interlude of uproariously funny entertainment was provided by Len Andree and Bill Walker.

—Edna Johnson

### ALL-STAR NOMINATIONS, SOFTBALL SEASON, 1954

#### Men's Team

Catcher .....	Anderton, Combines
1st Pitcher.....	Campbell, Combines
2nd Pitcher.....	Findlay, Vikings
1st Base.....	McDonald, Rockets
	McPherson, Combines
2nd Base.....	K. Gibson, Combines
3rd Base.....	Philpott, Rockets
Shortstop.....	Insch, Rockets
Left Field.....	Olson, Rockets
Centre Field.....	Swonnell, Rockets
Right Field.....	Wonnekonnek, Vikings

#### Girls' Team

Catcher .....	Brennan, Cubs
1st Pitcher.....	Thorsteinson, Royals
2nd Pitcher.....	Friesen, Imps
1st Base.....	Vielfoure, Royals
2nd Base.....	Johnson, Royals
3rd Base.....	Matthews, Imps
Shortstop .....	Herring, Royals
	McLeod, Cubs
Left Field.....	Simpson, Royals
Centre Field.....	Merecki, Imps
Right Field.....	Magnusson, Imps

Managers: R. Clark, Edna Johnston. Coaches: H. Johnson, S. Crozier; T. Scott, D. Martin.



# Eaton Drivers Welcome Bright Bulb News



Left to Right—W. Berezuk, S. Yaremkevich, J. Sneesby, J. March, R. Dawson.

It was a “good good-morning” for around 90 of the drivers on Monday morning, October 18, when Mr. D. McFadzean introduced Mr. Ed Adey and Mr. G. K. Eisener, Electricals Department, who presented the special prizes and cash awards. Mr. Adey thanked the men for making so splendid an effort resulting in stepping up quantity and sales against the previous year, and called on Mr. F. G. Muirhead, assistant superintendent. He thanked the men also for their grand co-operation and energetic campaign; they were “on the bulb” and well deserved the compliments paid them, said he.

Grand prizes were awarded for per cent sold over quota, and largest numbers sold; the winners in both cases being—quite unusually—the same three men: 1st, W. Berezuk; 2nd, J. March; 3rd, R. Dawson. For case lot selling: 1st, J. Sneesby; 2nd, S. Yaremkevich.

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## Eaton Men's Curling Club

**Welcomes Old and New Members—Get Signed Up Now and Be Ready for the Roarin' Game with the First Ice!**

The Club meets at the **EATON CURLING RINK**, situated on Mayfair Avenue, Fort Rouge, just West of Main Street, South of the Assiniboine River.

It's easy to get to, and comfortably fitted out for your active and spectator curling. Lockers, use of the lounge, etc., are included in fee; and the Snack Bar will operate at moderate prices.

**RINKS**—Get in Your Entries! Those wishing to join for formation of new rinks—get your forms in NOW! You need the fun and exercise—we need the members!

Two Games a Week Group,	Wednesday Afternoon Group;
8:15 p.m.—Fee.....\$15	Saturday Afternoon Group—
One Game a Week Group, 5:30 p.m.....\$7	(exact hours later), each.....\$7

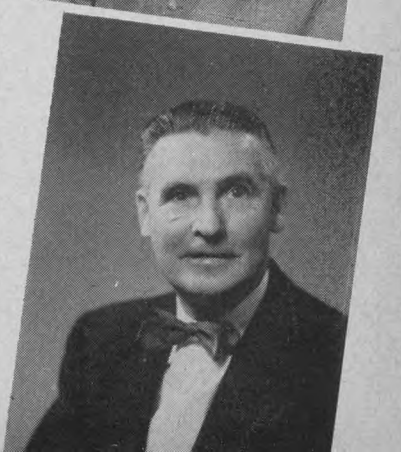
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## Eaton Ladies' Curling Club

Also looking for new members—and inviting all members to rally around again for a good winter's fun. Applications now being taken by **Ruth Hodgson**, Department 67, Fifth Floor, Mail Order; **Dora Perry**, Wages Office, Eighth Floor, Store.

Applications Needed in by November 10!

Mark this date—Friday evening, November 19—it's the date set for our first **GENERAL MEETING**—at the **EATON RINK**, 8 p.m. Come, but Needn't Bring Your Broom!





# Thirty-Five Years With Eaton's

## BASIL CORDINGLEY

For the past 31 years a member of the staff of the Basement Men's Wear Department, Mr. Cordingley had previously served three years with the Men's Furnishings, Store, and a year with the M.O. Men's Furnishings. This added up to 35 years' continuous service, September 18—but he had also worked two winters (1916, 1917) in Eaton's Toronto Delivery.

Born in Clarkson, Ont., Basil served in the Central Ontario Regiment in Canada in the Great War. The Cordingleys have been blessed with six children—Basil, Doreen, Lloyd, Ivan, Leslie and Marie—and dad's skill at carpentry has certainly been a handy one for the family, as Mr. Cordingley tells us that, to date, in spare time, he has built no less than four homes for three sons and a daughter. Accomplishment to be very proud of!

For his anniversary, on behalf of the department, Mr. T. Carson presented Basil with a car radio; and at a stag party October 11, at Valour Road Legion Hall, he was the recipient of a pen and pencil set from his colleagues.

## ARTHUR E. BROWN

Well known to just about all in Eaton's and to many of our customers, Arthur Brown has been with the Elevator and Escalator Services of the Store since he joined Eaton's on September 22, 1919. With the 27th City of Winnipeg Regiment, Arthur saw service in the Great War, suffering an amputation wound.

Mr. Brown is married to former Eatonian Jessie I. Gordon of the Wages Office. Enjoying a game of golf in season, he has been for many years a steady worker for the War Amputations of Canada. Many friends called to congratulate Art throughout the day.

## DAVID MORROW

Well known to all Eatonians is the district of Bellmuna, County Antrim, from which this Northern Irishman came to Winnipeg where he joined Eaton's on September 24 thirty-five years ago. Like so many young "new Canadians," Dave had answered the bugle call quickly and served in the Great War with the 61st and 44th Winnipeg Battalions, was wounded in action, and won the Distinguished Conduct Medal. A fishing rod, tackle and tackle box were presented to him by the department, and the girls of the office gave him a gift of apparel.

Two married daughters complete the Morrow family, and Dave is grandpa to a girl and twin boys. Holding the Dominion Marksman, Bronze, Silver and Gold Maple Leaf badges as an expert rifleman, Mr. Morrow also likes gardening and fishing.

## MISS GUDBJORG CAROLINE EINARSON

On September 25, Miss Einarson celebrated the completion of 35 years with the Company, and her fellow workers made it a day to be remembered by presenting Carrie with Trap-per point blankets and a pair of crystal boudoir lamps. Many personal gifts and messages found their way to her desk that day, and friends from just everywhere came to congratulate her and wish her continued happy years as an Eatonian. Miss Einarson has been with one department—M.O. Men's Shoes—for her full service.

## MISS FLORA MARY SIBBALD

Thirty-five years in the M.O. Cashiers is the record of Eatonian Flo Sibbald. Born in Rapid City, Man., but a "home-towner" of Stonewall. Congratulations were extended to Miss Sibbald on her 35th anniversary with the Company, September 25, the actual anniversary being Sunday the 26th.

A dinner was held in her honour at the Homestead, where she was presented with a luggage set by the department manager, Mr. D. J. Blythe, on behalf of the staff and many friends.

## PERCY W. THOMPSON

A Winnipegger who joined the Company on September 26, 1919, "Perce" started with M.O. Dress Department but after about five years transferred to his present "home"—Fashion Accessories and Millinery—in the Mail Order. The 16th Scottish Regiment was his choice when he enlisted for service in the Great War, seeing action overseas. Mrs. Thompson is the former Elsie Adams, of Sales Audit office.

The evening before his anniversary, Mr. and Mrs. Thompson were honoured guests at a department dinner and dance at the Paddock when Percy was presented with a radio and Mrs. Thompson with a corsage. In the absence of Mr. A. Tempest, Mr. Lisle Christie, department manager, did the honours, supported by Mr. J. Murray for the Store colleagues. Mr. R. B. Harding, principal buyer, phoned during the evening to extend personal congratulations. Present that evening were Mr. and Mrs. J. Murray, Mrs. V. Alexander, Mrs. J. Flower, Mrs. B. Binnington, from the Store Fashion Accessories.

Mr. and Mrs. Thompson have two daughters, Marjorie and Jacqueline; and for his recreation Mr. Thompson is active at golf, lawn bowling and curling.

## LEONARD W. SHAW

Mr. Shaw is another Eatonian who "had a notion" to be born in London, England, and who came to Eaton's on October 4, 1919, and for the last eight years has "had a Notions" career, being assistant manager in that department. To Len, however, that was just a step away, as it were, from the Fancy Goods Workroom where he had spent the previous four as assistant. Mr. Shaw's first four years started as a "roller skater" in M.O. Assembly, and then for nineteen years he was with the Store Draperies.

Married, and to a former Eatonian from M.O. Lingerie, Mr. Shaw is the proud father of four daughters: Donna, Rene, Carol and Valerie. The first two are married—and what's more—with a son each for grandpa to play with! Community Club work, curling, and in the past, cricket and soccer, kept and still keep Len active and young looking, and his garden "takes up the slack" of spare time, spring to fall. By the way, Mr. Shaw played several times in important cricket games for the province against visiting British and Australian teams, notably those including the great Ridley and Bradman.

A gift of a combination power drill and sander, etc., and a set of auto direction-signal lights were presented by the department, and many personal gifts. Then a group of friends celebrated further by taking Len and Mrs. Shaw to the rugby game, followed by a social evening at the home of Mr. J. H. Yelland, where Mrs. Shaw was presented with a corsage.

## GEORGE R. DRUMMOND

Selling men's clothing to Eaton customers—and being good and happy at it—has been the experience of George Drummond, who has been with the Store Men's Clothing since he joined Eaton's on September 27, 1919. George has a son, Thomas, now training as a naval officer in mechanical engineering at the Royal Roads Naval College at Victoria, B.C.

Acting as supply officer for the Winnipeg Sea Cadets, Lieutenant George Drummond has given the last 11 years of his time to helping to build the Cadets' Unit in Winnipeg.

(Continued on Page Nine)

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## Description of Pictures on Facing Page

Left to right, and down: Miss E. Davies, Mr. L. Shaw, Mr. B. Cordingley (right) with Mr. T. Carson, Miss C. Einarson, Miss J. Carstens, Miss F. Sibbald, Mr. J. Francey (left), Mr. P. Thompson with Mrs. Thompson (right), Mr. A. Piper, Mr. W. Abercrombie, Mr. D. Morrow, Mr. A. Brown, Miss M. Scott, Mr. G. Drummond.



Left, reading clock-wise—Miss S. Koop, Steinbach; Mrs. F. Shields, Atikokan; Miss M. S. Morrison, Fort Frances; Mr. A. W. P. Harrison; Mrs. E. C. Robertson, Dryden; Miss E. Boyle, Portage la Prairie; Mr. A. H. Young; Mrs. H. Wisewell, The Pas; Miss M. Pronchuk, Swan River; Mrs. M. Arbuckle, Neepawa; Mr. E. G. Rogers; Mrs. H. D. MacLeod, Sioux Lookout; Miss D. Butler, Brandon; Miss E. Prestayko, Dauphin; Mrs. H. Kerr, Red Lake; Mr. A. J. Day.

Right, left to right, seated—Miss V. Dean, Vegreville; Mrs. M. Jackson, Calgary; Mrs. K. A. Haworth, Taber; Miss J. M. Stinn, Stettler. Standing: Mr. E. G. Rogers; Mrs. P. Thomas, Lethbridge; Mr. A. W. P. Harrison; Mrs. I. Grant, Saskatoon; Mrs. J. E. Landon, Blairmore; Mr. A. H. Young; Miss T. Dumont, Edmonton; Mr. A. J. Day; Mrs. A. F. Rumpel, Edson; Miss E. Schlimnowsky, Humboldt; Miss O. Schneider, Regina; Miss L. Stunder, Tisdale.



## Order Office Management Holds Conference

Under the guidance of Mr. A. H. Young, M.O. superintendent; Mr. E. G. Rogers, manager of M.O. Operating and Service; Mr. A. W. P. Harrison, department manager, Order Office Management, and Mr. A. J. Day, assistant, staffs from our Western Ontario, Manitoba, Saskatchewan and Alberta Order Offices held conferences here September 20 to 25 and October 4 to 8. Each group put in a busy and instructive time on inspection tours of the Mail Order, following the processing of an order from receipt to final dispatch, with department managers explaining department work in detail.

Matters of office routine, how to send in regular mail orders, vouchers, and how to deal with exchanges, complaints and claims; General Office work, and particulars of the Ex-

pense Office work as it affected them, were all important subjects of the conference for the first two days.

Then came talks by the responsible managers on Public Relations work, Staff Training, Catalogue Distribution, Department Merchandise; also Budget Plan operation, General Audit work and all the complex business of Mail Order Assembly and Shipping. Also Receiving—freight, express, mail—as it affects the Order Offices.

A heavy schedule interspersed, however, with enough of the "social round" of lunches and dinners to make it an all-around beneficial get-together. Both for meeting each other as fellow-Eatonians and seeing the big Mail Order organization at first hand, a fine opportunity to learn more about Order Office work.

## Four Eaton Shoe Salesmen Receive Diplomas

Graduates of the Footwear Institute of Canada Correspondence Course in Shoe Salesmanship, Mr. M. Simmons (shown at left receiving diploma from Mr. B. Sutherland), Mr. B. G. McCallum and Mr. W. Harms, all of Women's Shoes; and Mr. R. Vermeulen (at right, Children's Shoes), are to be congratulated on taking this course of twelve weekly lessons, test papers for which are checked by the Footwear Institute. An average of 80% or over is required for the students to enter the finals (which these salesmen passed) to win diplomas, pocket cards and bronze lapel buttons.



Basic shoe styles, leathers and other shoe fabrics, shoe-making, shoe lasts, knowledge of foot anatomy for better fitting, foot-measuring devices and how to use them, shoe-fitting, shoe salesmanship and sales psychology, were among the subjects. Hearty congratulations to these gentlemen, and an invitation to others to see Staff Training Department about the next course!



# Thirty-Five Years With Eaton's

(Continued from Page Seven)

## ALBERT S. PIPER

Thirty-five years ago on September 29, the name of Albert Piper was added to the staff of the Eaton Delivery. Albert journeyed here from "London Town" and served with Canada in the Great War, first with the 144th and then as a member of the 44th; gained Company sergeant-major stripes, and suffered wounds.

Married, he likes his garden work and the maintenance work around his home. The friendship and courtesy of all those in his department, says Albert, have made his years here very pleasant. On behalf of his colleagues, Mr. A. Arnason presented Mr. Piper with a power drill-sander combination.

## WILLIAM JAMES ABERCROMBIE

Born in Collingwood, Ont., Mr. Abercrombie, previous to joining Eaton's, had been in England with the Artillery. Coming West, he joined Eaton's at the Regina Warehouse (as it was then) on October 6, 1919, first in Hardwares, where he rose to the assistant, then moving as assistant to the Floor Coverings, and from there to Furniture. Later he transferred to the Groceteria and acted also as relief manager for the Moose Jaw and Calgary Groceries. Further West still, Mr. Abercrombie opened and managed the Lethbridge Eaton Groceteria which afterwards developed into the Lethbridge Branch Store. In 1930 came a move to Fort William as Food-ateria manager, his present position.

Member of the Kiwanis Club (13 years' perfect attendance) and chairman of the Roads Committee of the Senior Chamber of Commerce are two of his present affiliations. For relaxation the Abercrombies enjoy their summer cottage at Lake Shebandowan with their family—a wonderful one we'd say—Bert, Gordon, June, Lois, Bonnie and Heather.

## JOSEPH FRANCEY

Thirty-five years with Engineers, in the Light, Heat and Powerhouse, was rung up by Mr. Francey on October 6. Joe shares with Dave Morrow (page 7) the distinction of being Ballymena-born! For three and a half years during the Great War he was in the Royal Navy serving on such great battle cruisers as H. M. S. Tiger, and at such hard jobs as Squadron seaman gunner and (it was hand-firing in those ships—and hot!) first-class stoker.

A widower, Mr. Francey has a daughter, Ruth, in M.O. Notions. He has served under several Eaton executives and, we understand, his skill has been steadily depended on to keep fishing tackle in "A-1" order! Work with the 2569 Ulster Volunteers, Loyal Orange Lodge (45 years a member) takes much of Joe's spare time, and he loves long motor tours.

## MISS MAY SCOTT

A "North Country lass" from Yorkshire, May Scott celebrated her 35 years with Eaton's on October 6—all with just one department—now Department 1, M.O. Hosiery. With all that loyal service Miss Scott was literally besieged at her department on her anniversary.

"Scotty," as she is known to her co-workers, received a wrist watch from the department besides numerous other gifts from friends throughout the Mail Order.

In the evening a very enjoyable dinner and dance was held at Moore's in her honour. Among the guests were Rae Patching and Mr. and Mrs. Wells.

A summer cottage at Grand Marais, jaunting around in her Austin, and carpentry work save Miss Scott from having "time on her hands"—and the last-named was used to good effect when May was co-worker in the Puppet Show in Eaton's Hobby Show last year.

## MISS VIVIAN McKELLAR

Just a short while in M.O. Audits and all the rest of her service in the Wages Office is the record of this Winnipeg-born Eatonian. October 6 was her anniversary date. That morning the genial and popular Vivian was liberally showered at her desk with personal gifts, and was the recipient of a most lovely fine leather handbag from her colleagues.

Many were the friends throughout all the buildings who beat a path to her desk that morning to make it a most memorable occasion. Miss McKellar protested she didn't have a "story" for the mag, but confessed to a liking for music, and when people say just that, we feel they must usually mean good music.

## MISS ELLEN DAVIES

A Lancashire lass by birth, Miss Ellen Davies has also served the Company for her complete term since October 7, 1919, in the one department, the M.O. Stationery. She has no doubt supplied more young Canadians with school books than anybody else in the West! Eaton's has been a great place to work, says she, and good people to work with.

On the evening preceding her anniversary, a party was held in honour of Miss Davies and Mr. Cece Kennedy, a recent quarter-century member, at the home of Miss Bernice Spring, when Nellie was presented with a night table. Her desk at work next day was the scene of many visits and congratulations while numerous personal gifts from friends marked the celebration.

## MISS JEANNE CARSTENS

October 10—a Sunday—was Jeanne's 35-year anniversary. Her first six years were spent in the Parcelling—where many a famous Eatonian started—and the remainder of her service has been with the Children's Footwear, Basement Store. At a party at Vasa/Lund on Thursday evening, Jeanne, as guest of honour, received a smart luggage gift and bouquet of roses; and on that Saturday morning, Mr. H. McCormick on behalf of the department, presented her with the matching luggage case and a beautiful corsage. That day was just full of visits and personal gifts from her many friends.

Out-of-doors living is a first choice with Miss Carstens when the seasons qualify, and for her indoor recreation music and reading afford her pleasure.

## November Long-Service Anniversaries

### THIRTY-FIVE YEARS

W. McGimpsey, Night Watchmen.....	Nov. 3
Miss V. Noble, Deposit Accounts.....	Nov. 3
Miss W. Bowley, M.O. Coats and Suits.....	Nov. 4
A. C. Wright, M.O. Drugs.....	Nov. 5
Philip Heiland, Printing.....	Nov. 10
F. J. Barnsdale, Children's Wear.....	Nov. 11
A. White, City Despatch.....	Nov. 13
R. Torrance, Printing.....	Nov. 21
T. Hembroff, M.O. Sporting Goods.....	Nov. 24

### TWENTY-FIVE YEARS

E. C. Rowland, Washing Machine Repairs.....	Nov. 14
T. Weston, M.O. Children's Wear.....	Nov. 21
W. R. Donaldson, City Despatch.....	Nov. 25
Mrs. E. R. Cowie, Lunchrm. (Kitch.).....	Nov. 30

# "LETTERS OF CREDIT" from Our Customers

## Good Service Begets Goodwill; and the Goodwill of Our Customers Is the Keystone of Our Business

**AMBASSADORS ON WHEELS.** . . . Our drivers meet the customers more than any of us, day in and day out; therefore appreciation of their customer-relations is a matter of which we are all proud!

From a Beach customer: "Thanks for the care taken of my orders for the summer four months; your driver has been very kind and it has not been easy for him with all the rain we have had. I am 86 and I appreciate kindness very much." Eaton driver, MR. W. DALE.

"For some time I have been thinking of writing. . . . The public is so often ready to criticize a person or place, but not so ready to acknowledge service and courtesy. Well, that's just what I want to do for the people on this route to your regular driver of quite a few years." Eaton driver, MR. JACK SNEESBY.

"I just want to tell you your driver is so obliging. I was having difficulty securing a storm door as he passed—my husband was just out of hospital—and the driver very kindly fixed it. Just a minute's work, but a kindly act and a help I much appreciate." Eaton driver, MR. J. R. GROSE.

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**SERVICE** that is remembered and serves to make repeat customers; **VALUE** that stands up!

"A few days ago I was making a purchase in the Hardware and the clerk who waited on me was specially kind in explaining its use . . . a MR. SAM BAILEY."

"Would like to thank the staff of the Eaton Grill Room and MISSES MARTIN and WINMILL, of the Hostess Shop, for making our banquet so great a success. The turkeys and trimmings were very delicious and plentiful. . . . We will certainly call on Eaton's again!"

"Mrs. Atkins and a junior named Lucille were most helpful, especially Mrs. Atkins; I thought I should say a few words of appreciation for their interest in your customers." MRS. ATKINS, Self-Serve, and MISS LUCILLE L'ARRIVIE.

"An act of courtesy, kindness and honesty which happened in your Store. . . . I had been shopping in the Third Floor Hardware; after leaving there I went to the Grocery and discovered I had lost or left my purse. Very upset, I managed to get to the Hardware counter—was directed to the Lost and Found. Well, by this time I was all confused, so one of your lady clerks was very kind in taking me down. . . . I was very thankful in getting my purse returned to me—you can well imagine my feelings. I would like to let you know how much I appreciated such help during my trying ordeal." MISS PAT NAGEL.

"Many years ago I sold in the Fur Department, Toronto Store. Later, in Winnipeg Store I purchased a steel-bound trunk which travelled the length and breadth of Canada, also Vancouver to San Francisco and back and to London, Eng. I was married in Toronto and left Canada—the trunk is still 'residing' with me here in Surrey. I am sure T. Eaton's give the best possible value anywhere."

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## Get In On Our Wintertime Activities

That's the cover story—you, too, can enjoy active sports and recreational relaxation among these varied Eaton organizations. Or, if you and others are interested in some form of recreation, hobby or handicraft that lends itself to group activity, get in touch with the Recreational Activities Department in the Employment Office (Second Floor, Store) with a view to organizing and sharing it with others equally interested.

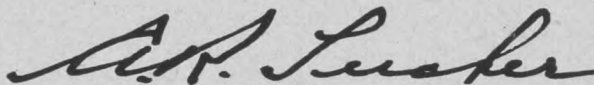
As shown on cover, at present we have square dancing, curling (men's, ladies', mixed), men's bridge club, men's hockey, badminton (mixed), bowling (mixed, big league; 57—Store, 5 to 7—and M.O. Combines, also mixed); departmentally, too, there are numerous bowling groups; skiing (mixed, if and when snow permits), retired men's curling club which offers other recreational items also, and ladies' swimming club with free instruction (to be organized for early spring). For more information, get in touch with the Recreational Office—join up for fun and exercise.



## TRANS-CANADA SALE

### A Message from Our General Manager

The recent Fall Trans-Canada Sale was an outstanding success. Such results are attained only by the foresight in planning, the special effort involved in carrying through these very busy days; and for that and the splendid co-operation of management and staff, I should like to extend my personal thanks to each one of you.



### Puck-Chasers Plan Active Season — Come Freeze-Up!

By Walter McDonald



Organizational meeting was held October 18 and it was resolved that each team should send a representative to form a council, which in turn, would elect one of its number to act for the club in all its contacts with the Company, the rink, etc. It was further decided that the service of Roy Paton, Manitoba Amateur Hockey Association, be sought for referee. No definite date, of course, can be set for the start of practice or games, but the boys wouldn't object to a series of sharp frosts quite soon! Play is at the Olympic Rink, a block West of Main Street, North, on Church Avenue. Teams should line up as follows, from present information: **Rockets**, coach, D. Thomson; **Red Wings**, D. McPherson; **Gremlins**, W. McDonald; **Vikings**, G. Hamilton.

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#### EATON MEN'S BRIDGE CLUB

Can use a few more members to round out the roster for a more active season. As we said before, you don't need to be anything more than a reasonably good player to join and enjoy these friendly meetings which convene at each other's homes. Here again is the list of those with whom you may get in touch to join this pleasant circle: Roy Robinson, Store Cash Office; Merwyn McKenzie, M.O. Lingerie; Art McLellan, Sales Office, Store; Ted Elliott, Business Machines, M.O. Building No. 1; Ernie Coone, Retired Men's representative, Phone 72-8463. It's Your Bid!

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#### FIVE-PIN FOOTNOTES

We hear from both the Combines (M.O.) and the "57" (Store) Bowling Leagues that the alleys are satisfyingly full and their teams are having the usual good fun hunting for strikes and spares. At present no vacancies. **Combines members are asked to mark that date—December 17—for the Christmas Party.**

#### THE EATON THEATRE GUILD

Have been having some well-attended meetings preparatory to their active season—all with a view to getting expert advice and knowledge well beforehand. October 6, Susanne Tudor talked on Stagecraft; October 13, Harold Turner on Speech; October 20, Mrs. Norrie Duthie on Acting and Grouping. For October 27 we understand that Mr. W. Dickson, of the Winnipeg Little Theatre, will address the Guild.

For November, when the meeting night will probably be changed to Monday (still at the Eaton Curling Club on Mayfair), the Guild members will start in on play reading, and get down to work on one-act plays they hope to present early in the New Year. Club members for every branch of the work will be welcomed, and if you just wish to drop in and listen and watch, you're just as welcome!





# Welcome to the Eaton Quarter-Century Club

## Two New Meat Department Members

### A. L. KIRBYSON

Department manager of the Foodateria Meats, Mr. Les Kirbyson was born in Winnipeg, and joined Eaton's on September 16, 1929; his quarter-century has all been with the Meat Department.

Anniversary morning the staff gathered to honour him, and Mr. W. Hodgson, manager, congratulated Les on his achievement, wished him well in the years ahead, and presented him with a clock-radio. A pen and pencil set from the auxiliary staff was also presented to Mr. Kirbyson who responded by thanking all very sincerely for their never-failing co-operation. That evening at St. Vital Legion Hall, a numerous gathering attended a party in honour of Mr. Kirbyson and Mr. Woodward (see following), guests including Mr. R. Screaton, Food Department Merchandise manager, and Mr. Kirbyson's brother, visiting from China. At that time a further gift of a handsome Gladstone bag was made to Mr. Kirbyson. A very happy social evening with dancing was enjoyed.

Mrs. Kirbyson was the former Jessie Campbell, of the Meat Department; and sons, Arnold (married), Grant, Bruce and daughter,

Jayne (with grandson, Johnny) complete the Kirbyson family circle, Masonic work and building take up much of Mr. Kirbyson's home and outdoor leisure.

### GEORGE JAMES WOODWARD

Member of the Third Floor Cutting Room staff, and a native of Northampton, England, Mr. Woodward completed 25 years with the Company on September 16—the same day as his colleague, Mr. Kirbyson. Before coming to Canada he had seen Great War service with the Worcestershire Regiment in which he served for four years, fighting in France and Mesopotamia.

Married, he has a daughter, Kathleen, and son, Edward; also a girl and boy grandchildren; and likes gardening and fishing. On the morning of his anniversary, Mr. Hodgson, on behalf of the staff, presented Mr. Woodward with a coffee table.

At the party held in his and Mr. Kirbyson's honour, his colleagues made Mr. Woodward a gift of an electric drill. With George Thomson as M.C., and Henry Kuhn's wonderful lady helpers in the kitchen, lots of fun and a delicious buffet supper were much enjoyed.

## Household Linens Also Has Two New Quarter-Century Members

### JOSEPH WATSON

Starting in the Stock Audit Department for his first three years with Eaton's, Mr. Joe Watson has counted the other 22 of his quarter-century in Household Linens where he has risen to be manager. Not at all strange that he should be a "linen man" for his birthplace was Belfast where Irish linens are not unknown! Married, Mr. Watson has a married daughter, Mrs. H. Flannery, and a younger girl, Judith Deane. He likes to get away from home, fishing, or stay around the house, gardening—a worthwhile division of leisure!

On his anniversary, September 17, the department gathered and presented him with a camera; at a stag party in his honour that night at the home of Mr. R. Oliver, a flash attachment and accessories for the camera were presented. Many messages from all across Canada came to his desk that day, including good wishes from numerous suppliers.

### ROBERT OLIVER

Now department manager of the Household Linens, Bob Oliver was for his first two years with the M.O. Carriers, then in 413 Money Returns, etc. He then joined with Store Piece Goods where he worked 13 years and rose to assistant, later going to Women's Coats and Suits as department manager, and from there to his present department. For three years in the World War as corporal with the Ordnance Corps, Bob saw overseas action for two years. Married, he is the proud father of Valerie, Dennis, Harvey and Lindsay, ranging from thirteen to two years.

On September 30, on behalf of the department, he was presented with an electric percolator and his desk was the focus of many visitors and messages of congratulations. That evening, with Mr. J. Watson as host, a stag party was held for Mr. Oliver and those present made him a gift of a wool throw.

### MRS. THORDIS THORVARDSON

The popular "Disa" Thorvardson first joined Eaton's on September 19, 1929, and joined the Quarter-Century Club recently as one of nearly 20 Eatonians we are honouring in our pages this issue. That day Disa was presented, by fellow workers, with a beautiful walnut coffee table, and she was also showered with many personal gifts from Eaton friends and many messages of congratulations and good wishes for her future years.

Born at The Narrows, Manitoba, Mrs. Thorvardson is widowed, has a daughter, Thelma, married to Mr. P. Finnogasson, Regina (both former Eatonians), and a boy and girl grandchildren. Spare-time activities are with the Dorcas Society of the First Lutheran Church.

### MRS. MARGARET J. CASE

Mrs. Case's anniversary date was September 23 and was celebrated by breakfast at Moore's held in her honour, when 32 colleagues from the China floor, China Packing and M.O. China Department met bright and early for the happy event. On behalf of her fellow-workers, Margaret was presented with a travelling case. Later at the Store, she received a matching overnight case and many personal gifts.

Born at Killarney, Man., Mrs. Case has two sons, one in Dryden and the other in Windsor, Ont. All her service has been with the China

Department. For her holiday she is vacationing in California, and we all wish her a most happy and interesting time.

### MISS ANNE HARPUR

Winnipeg born, Miss Harpur started as a parceller, then was for 11 years in the Candy Department, and for the last ten has been in the Women's Coats and Suits where she completed her 25 years of Eaton service on September 23. For outdoor exercise and enjoyment Anne takes to golf.

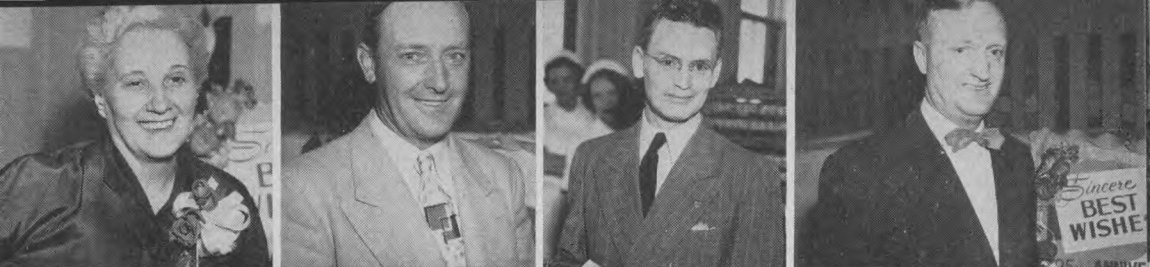
That morning she received a wrist watch from her department, presented by Mr. G. Scrivener, and many personal tributes, and in the evening a dinner was held in her honour at the Homestead. Mr. A. Chalmers was toastmaster and Mrs. C. Gruber convener; games and contests were in the capable hands of Mrs. H. Kane, Mrs. L. Church and Mrs. N. Scott, and were much enjoyed.

(Continued on Page Fourteen)

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### Description of Pictures on Facing Page

Left to right and down: Mrs. M. Case, Mr. R. Williams, Mr. C. Campbell, Miss L. Gracey, Mrs. T. Thorvardson, Mr. H. Carson, Mr. C. Livingstone, Mr. R. Oliver, Mr. J. Watson, Mr. G. Woodward, Miss A. Harpur, Mr. J. Carnegie, Mrs. C. Smith, Mr. J. Kirbyson.



Left to Right—Miss Nellie Pace, Mr. R. Purdie, Mr. M. McLean, Mr. J. A. Enefer

## Candy Factory's Four New Quarter-Century Members

### MISS NELLIE PACE

Twenty-five years in the Candy Factory—surely that's a "sweet" destiny for anybody. Nellie, Winnipeg-born, achieved quarter-century membership September 16, and it was a day of excitement and happiness for her. Her table was adorned with floral decorations and many personal gifts, and Mr. R. Hinch, manager, presented the Trapper point blankets which was the department's gift to Miss Pace.

### MARTIN McLEAN

Also Winnipeg born, Mart put in just three months in the Printing Plant before finding his niche in the Candy Factory where he attained 25-year Eaton standing on September 27. Out of those years the R.C.A.F. claimed four in the late war when Martin was an L.A.C.

Married, he has a girl, Gail, and son, Wayne. A member of the Salvation Army band, Mr. McLean is a cornet player. He is also evidently handy around the home as the gift of his fellow-workers to him was an electric drill. Many friends came to see and congratulate him that day, and numerous personal gifts were added to mark the celebration.

### ROBERT C. PURDIE

'Twas the morning of October 1 (Friday) that Bob Purdie, another native Winnipegger, was feted for his anniversary, which was October 3—the week-end. Bob, too, has put in his whole service with the Candy Factory since joining the Company.

### CHARLES M. LIVINGSTONE

Department manager of the Furniture, Mr. Livingstone celebrated 25 years with those departments and Eaton's on September 25. From 1950 to 1953 he moved from assistant in the Furniture to department manager of the Bedding and then back to the Furniture to his present position.

A married man, Mr. Livingstone finds spare-time activities well-filled out by membership in St. James Kiwanis Club, Elmhurst Golf Club and home gardening. Lest we forget one important thing, his birthplace was Cape Breton, 'way down in Nova Scotia, so Charles has come a long way both in residence and in business!

In honour of Mr. Livingstone's anniversary the staffs of the Furniture and Bedding Departments entertained at a dinner and dance at Vasa/Lund on September 23. Mr. W. Scott was the very able master of ceremonies, and Mr. G. Hargreaves made the presentations to Mr. Livingstone of a caddy cart from the department—also a "very special" hat for golfing.

### JACK CARNEGIE

Jack was born in Belfast, Ireland—and on Donegal Road at that! Before his continuous 25 years' service with the Company, which he completed Sept. 30. He had temporary work over a five-year period with M.O. Music Department. Since then he has recorded his quarter-century all with the Stoves and Plumbing Departments and is now in the Electric Ranges, etc., Department.

One thing about Jack's early days, however, was not temporary, as it was in M.O. Music that he met the girl who was to be his bride—Nettie Reid—who herself served 18 years with the Company. Today the Carnegies are proud parents of son Jack, third-

The Royal Canadian Army Medical Corps was the uniform Bob wore for three and a half years in the war, being overseas three years. Married, Bob likes carpentry work, car mechanics (good man to know, neighbours!) and going fishing.

For his anniversary, his fellow-workers made him the useful present of an electric bench saw and personal friends added their individual tributes. Looks like a busy winter for these handicraftsmen, what?

### JOSEPH ALBERT ENEFER

A month to the day from Miss Pace's anniversary, on October 16, this fourth member of the Candy Factory quartette celebrated 25 years as an Eatonian. Bert was the only one born outside the city—though not far, at that—at Lorette, just about 15 miles out, we think. He, too, has worked the whole time with the candy makers, but counted out quite a long spell of six and a half years during hostilities as sergeant with the 2nd (High "Ack-Ack") Anti-Aircraft Artillery, four and a half years being in England and Europe.

Bert is married and has two daughters, Darlene, 4, and Elaine, 2. Mr. Enefer says he has always found the Company fair and co-operative, and enjoyed his service. His colleagues marked the anniversary on the 15th, presenting Bert with a large plate glass wall mirror, Mr. J. Woodhouse doing the honours. To him also came many friends with congratulations and personal gifts.

year Science student at "U," and Patricia, in collegiate.

The evening previous to his anniversary, Mr. Carnegie was guest of honour at a department party at the Caledonian rink where, on behalf of his fellow-workers, Mr. D. Smith made the presentation of a luggage set. A special guest was Mr. A. Wallis, Radio manager and long-time friend. Roses were sent to Mrs. Carnegie on Jack's anniversary morning.

Mr. Carnegie is a member of L.O.L. 120, also on the Board of Stewards of Deer Lodge United Church, past president of Deer Lodge Community Club and an Angling Club member—and for many years was an active bowler and tennis player.

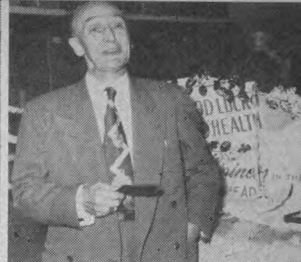
### ROBERT O. WILLIAMS

Seven years in the M.O. Packing and a year and a half at the Red Lake Order Office preceded the sixteen and a half years that Bob Williams has put in with M.O. Copying to complete his quarter-century with Eaton's. His birthplace was Winnipeg, and like thousands of other "Peggys," he didn't take long to join this Company when a career was considered.

On October 1 Mr. Williams was presented with the department gift of an electric saw and with a watch and pen and pencil set from groups of the department girls, and other personal gifts to mark the anniversary. An evening dinner party was also held at Moore's in his honour with almost 70 present, and on this occasion Bob was the recipient of a mantel radio.

Two children, Edward and Catherine, complete Mr. and Mrs. Williams' family circle, and what with winter curling and summertime with the family at Victoria Beach, Bob has no need to look around for recreational activities!

(Continued on Page Fifteen)



Left to Right—Mr. J. Palmer, Mrs. A. Noonan with Mr. L. Farmer, Mr. A. Cameron

## Eatonians Honoured on Retirement

**ALEXANDER PETER CAMERON**, from Edinburgh, Scotland, joined Eaton's in 1920, and was 30 years in the Coffee Room and four in Grocery Packing. A veteran of the Great War, 1914-1919, and also of World War II, 1940-1945, Alex had been active in sports including soccer, hockey and boys' and girls' baseball. He has four daughters and one son; and suffered the loss of his wife this year. Mr. Cameron retired October 1, and on behalf of the department, was presented with a wallet of money by Mr. L. Farmer. With Alex go all our best wishes for better health and a happy future.

**MRS. ALICE NOONAN** also left the ranks of the Grocery Packing staff on October 1, having been with us since November of 1945. For her leisure-time enjoyment, her fellow-workers presented her with a mantel radio, Mr. Farmer doing the honours.

**J. M. PALMER**, of the Caretaking Department, an Eatonian since November, 1945, who bade good-bye to his colleagues on September 29, was the recipient of a torchere lamp from the department, presented by Mr. T. Giles, with cordial wishes for his future health and well being.

**MRS. T. THORVARDSON**, of the Garment Alterations, whose quarter-century is reported in this issue, also retired September 18; her continuous service dating from September, 1929.

## Welcome to the Eaton Quarter-Century Club

(Continued from Page Fourteen)

### HERMAN S. CARSON

Twenty-five years in the Display Department brought about his quarter-century for Mr. Herman Carson who, in that period, has risen to be manager of the department.

To help him celebrate the occasion, his colleagues held a party at Vasa/Lund Park on Monday, October 4 (ahead of the actual date of the 7th), and it was a wonderful, if informal and even unorthodox, time. The presentation of a power saw was made at this time, and messages were read from friends across Canada from Halifax to Vancouver—including a scintillating long poem from Mr. A. R. Wright, of Hamilton Store Display—also one in Chinese! Lots of "gags" and vaudeville humour sparked the evening which was climaxed by dancing. In fact, "Let's have more of these nice parties, even without quarter-centuries," was the unanimous verdict!

Mr. and Mrs. Carson have two children, Frances and Robert, and Mr. Carson says his spare-time interests are colour photography and F-O-O-D — Chinese, smorgasbord, etc.

### MISS LETITIA GRACEY

In the old 147 Department, Cash-and-Wrap, this North Ireland Miss from Londonderry, put in her first six years. The remainder of Miss Gracey's 25 years with the Company has been in Lingerie, Hose, etc. (901), in the Basement Store.

An active participant in Eaton's mixed bowling league and the ladies' golf club, "Ina" gets exercise and fun from these recreations. Thursday morning, October 7, she was the happy recipient of a wrist watch from her fellow workers, presented by Mr. R. Clarke, and numerous personal gifts and messages.

That evening at Vasa/Lund, a smorgasbord was enjoyed, at which Ina was guest of honour, and she then received a bouquet of 25 red roses, presented by Mrs. G. Carr. With Mr. Clarke again as M.C., a gift of a Coleman camp stove and a handbag was made on behalf of those present. Vocal selections by Donna Sutton, with Emily Boorman at the piano, and a sing-song, led by Mr. Bruce Sutherland, and dancing, rounded out a grand evening. And summing up, Miss Gracey comments: "Twenty-five happy years in the Company's service."

### MRS. CATHERINE HERD SMITH

Mrs. Smith, of the Shopping Card Pay-in Office, started on October 7, 1929, as an Exchange messenger; after five years there she came to the Pay-in Office, said Mr. Einarson, manager, speaking on her anniversary, and her entire Eaton service has been with those sections.

On her 25th anniversary day, Catherine was the recipient of a three-piece luggage set from her fellow-workers, and numerous personal gifts. Incidentally, while exchanging congratulations with quarter-century member Miss Gracey that day, they remembered that they had at one time been schoolmates in the same classroom.

With an overseas trip in view for her long vacation next spring, Mrs. Smith said the gift was a most welcome souvenir of her years with the Company. A member of the P.E.O. Sisterhood (for Higher Education) and a worker in church groups, Mrs. Smith also takes pleasure in square dancing with the Eaton Alamo Club.

### CECIL ANGUS CAMPBELL

Came to Winnipeg from Keewatin, Ont., his birthplace, and completed six and a half years with Calgary Store as Hosiery Department head before coming back to Winnipeg. Mr. Campbell has been eighteen and a half years in the Winnipeg Hosiery Department, for most of that time as manager.

Married—and now Mr. and Mrs. Campbell have a "country place" at Charleswood, which they are busy developing and making a "home from home."

Tuesday evening, October 12, his anniversary was celebrated by a department party at the vice-regal suite of the Royal Alexandra Hotel. Special guests included Mr. N. B. Sinclair, Principal Buyer from Toronto; Mr. C. S. Carswell, Mr. T. Humphreys and Mr. W. Lockwood. Roses were presented to Mrs. Campbell, and to the guest of honour a handsome Gladstone bag, Mr. H. C. Macfarlane making the presentation. From far and near, Company and business associates, came "loads" of good-will messages for Mr. Campbell on joining the Quarter-Century Club.



# Eaton's Five-Pin Mixed Bowling League

By VERA E. McCaw

With 18 games of the first series out of the way, a clearer picture forms of how the teams stand. Records on hand are, for the most part, scratch scores, and there will no doubt be considerable change in the next report, but as a matter of interest, here they are:

	Women's High Game	Women's High Three	Men's High Game	Men's High Three	Team High Game	Team High Three	Women's High Average	Men's High Average
<b>Division One</b>	A. McCaffrey (Jay Dees) 341	A. McCaffrey (Jay Dees) 866	W. Maskell (Outlaws) 362	W. Maskell (Outlaws) 938	Set Ups 1265	Pats Punchers 3325	B. Greenwood (Set Ups) 223	J. Green (No Blows) 225
<b>Division Two</b>	A. Kalcics (Fuzzies) 299	G. Lynes (Scotties) 702	D. McColl (Lafalots) 316	C. Napier (Five Spots) 733	Merrimacs 1063	Twenty-Niners 2962	F. Paget (Twenty-Niners) 202	W. Robertson (Merrimacs) 214
<b>Division Three</b>	B. Stevenson (Peepers) 349	B. Stevenson (Peepers) 773	F. Maire (Eagles) 397	S. Baile (Rip Saws) 777	Peepers 1118	Eagles 3224	D. Monchak (Wiggetts) 202	A. Gable (Tryhards) 217
<b>Division Four</b>	R. Zaste (Head Pins) 385	J. Fairhall (Dandies) 743	B. Insch (Majors) 326	M. Roscoe (Seven Ups) 779	Dandies 1145	Dandies 2924	D. Martin (Head Pins) 212	B. Insch (Majors) 223
<b>Division Five</b>	D. Webber (Whispers) 312	J. Bain (Five Sports) 622	H. Evans (Westerners) 319	H. Evans (Westerners) 727	W-Niners 1113	Whispers 2814	D. Webber (Whispers) 173	J. Reid (Rovers) 219
<b>Division Six</b>	I. Watts (Sports) 331	I. Watts (Sports) 701	D. Thorlakson (Flying Imps) 350	D. Thorlakson (Flying Imps) 853	Ink Spots 1077	Sirloins 2893	Y. Meuller (Minx) 197	D. Thorlakson (Flying Imps) 198

Space does not permit mentioning all the good scores rolled, but nevertheless we have noticed them, so keep up the good work. Some of the high games plus top-place teams to date, are:

**Division One** — Pat's Punchers on top with 14 wins and 4 losses. Betty Greenwood, 723 (272, 270, 262); Ev Turner, 756 (291, 239, 226); Anne McCaffrey, 760, 700 (341, 280); Ollie McReynolds, 688 (266); Shirley Young, 703 (290); Addie Thomson, 707 (288); Lloyd Waddell, 683 (281, 272); Bill Maskell, 815, 692, 691 (321, 300); Harvey Sheddow, 674 (276, 267); Pat Fellowes, 678 (266, 264); Ernie Wall, 766 (295); Siggy Sigvaldson, 705 (283); Bob Clarke, 745, 674 (280, 275); George Firth, 692; Bob McQuarrie, 699 (299, 259); Bill Liver, 821, 698 (326, 313, 295). Note to Sig Breckman: You are missed around the alleys—hope you will soon be back with your arm as good as new.

**Division Two**—Millwrights, Merrimacs and Drivers all tied with 11 wins and 7 losses. Grace Lynes, 702 (281); Ann Kalcics, 673 (299); Bill Hogg, 710 (301); Cy Napier, 733 (298); Bill Robertson, 711, 689 (268, 260); Don McColl, 713 (316, 251); Art Wright, 692 (272); G. Wilson, 688; Clarence Saunders, 684 (255, 250).

**Division Three**—Zippers on top with 13 wins and 5 losses. Bernice Lutz, 702 (304); Donna Monchak, 678, 671; Betty Stevenson, 773, 687 (349); Sam Baile, 711 (350); Frank Swonnell, 707 (298); George Huntington, 707; Peter Zallack, 675 (335); Al Gable, 700, 704; Forbes Grassick, 675; Jim Torbet, 690; Bill Southwood, 690.

**Division Four**—Buffalors on top with 11 wins and 7 losses. Jean Fairhall, 705, 743 (289, 318); Dot Martin, 691, 689 (326, 324); W. Butt, 767 (358); Lil Brown (307, 281); Rita Zaste, 728 (385); Irene Hastman, 693 (248).

**Division Five** — Rovers and Whispers tied with 12 wins and 6 losses. Dorothy Webber, 312; Jim Reid, 692, 683 (304, 263); M. McKenzie, 680, 680 (285, 252); Bill Rodway, 266, 244; Stan Olson, 694, 657 (253, 245, 241); Hector McDiarmid, 669 (285); Ted Black, 653, 643 (292, 259); Roy Lowe, 665 (293, 277); J. Michelson, 658 (266, 251); Art Harrop, 645 (283).

**Division Six** — Flying Imps on top with 14 wins and 4 losses. Joyce Briggs, 655; Lil Hagberg, 275; Marge Graham, 271; Yvette Meuller, 241; Jack Grant, 285, 265; Bruce Wallace, 257; George Boyd, 243; Ly Hollingsworth, 647 (271, 243); Dave Olford, 251; Bas McAlpine, 264; Dan Thorlakson, 853 (350, 266, 237); Dave Gray, 642 (331, 241); Ed McCroary, 242.

In closing, an incident worthy of mention happened October 12, when Bill Cousins, subbing for W-Niners, rolled nine strikes in a row only to punch out the head pin in the tenth frame (what a place for a head pin!) for a total of 390; while at the same time a most unfortunate soul close by (name withheld) had rougher luck (or something) for a ten-frame total of 18. The moral of which, if any, is: "Don't be discouraged, anything (and I do mean anything) can happen in this game (and usually does)."

## Men's Clothing Hold Grand Golf Finale



Taking advantage of a lovely afternoon, a good turnout of the men of 229 was on hand at Assiniboine Course on Wednesday, October 6, for a friendly wind-up tournament. As we said, the weather was grand, the good-fellowship splendid, and the golf itself a credit to the players (some, anyway). Stan Cameron (left) and Stan Colclough (third from left) tied at net scores of 73, while Honest John Bodner (right) won a prize for scoring all his 134 wallops. Playing on his home course, George Glazier (second from left) kept up his golf reputation by carding (from scratch) a neat 75. A jolly evening was spent, and during the festivities, Mr. J. Paterson, manager, was a guest of the party.

### OUR PRESIDENT A RECENT VISITOR HERE

Accompanied by Mr. W. Park, director and secretary-treasurer of the Company, Mr. John David Eaton, president, was in Winnipeg for some days on September 24 and after, and again during the middle of October, in the course of a tour of the Company's Western organization.

### Port Arthur Eatonian Celebrates Thirty-Fifth Anniversary

**CHARLES HINE**, department manager of Men's and Boys' Wear, Port Arthur Store, celebrated 35 years of continuous Eaton service on September 29.

Born in Devonshire, England, Charlie worked first in Winnipeg Men's Furnishings, then in Boys' Clothing and Boys' Furnishings, and went to Port Arthur in charge of his department in 1928. Veteran of the first World War, when he served overseas with the 6th Artillery from Winnipeg, he was mentioned in dispatches.

On the morning of his anniversary he was guest of honour at a breakfast at the Prince Arthur Hotel, attended by Store management and managers. On behalf of his colleagues, Mr. G. D. Nelson presented Mr. Hine with a travel picnic outfit.

Married, and with a married daughter, Marian Doreen (Mrs. N. Shisko), and two grandchildren, Mr. Hine still is active in local golf, curling and bowling clubs.

### Recent Appointment Quesnel Order Office

MISS CAROL LYNNE HOLT, in charge.



### Anglers Enjoy Big Final Day at Shoal Lake

October's first week-end saw the close of hostilities against our finny opponents. The weather was clear and bright for over sixty anglers, their wives and friends.

Shoal Lake waters proved to be very productive for them. One of the year's finest catches was brought home. A four-pound Smallmouth Bass took the honours of the day, being the largest ever caught by a club member in five years of club activities.

While the fishing season has officially closed for the club, winter activities are being planned. The next popular event will be the annual "Turkey Shoot"—watch the bulletin boards for this one. The club will again take an active part in the Trout Pool at the Sportsmen's Show, planned for the early spring.

First aid classes, and Fisheries Science classes are being arranged now for the winter months.

Eatonians desiring more information about the club and its activities, please see or call Mr. Doug. McPherson, of the Recreations Office, phone 156.

We hope to start a series of informative articles on Fresh-water Fish of Manitoba to run in each issue of Contacts, space permitting—these articles to be edited by Mr. Arni Cooper (Store Electricians), the club president.

### IT PAYS TO THINK AT EATON'S

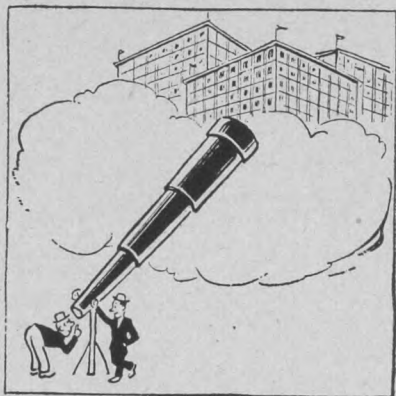
... just as it pays to shop here, if we may make use of our slogan in this corner!

#### SUGGESTIONS PAY OFF ...

and here are some people on the receiving end of the pay-off dollars recently. While not all ideas and suggestions are usable, or immediately so, keep them coming!

Mrs. H. L. McRoberts, Fort Macleod  
Order Office .....\$10  
Mrs. Bernice Eakin, Coats and Suits...\$5  
Miss Ruth Spurway, Staff Training...\$5  
Mr. Neil McIntyre, Customs.....\$3

# WHAT'S GOING ON-



## AROUND HERE?

### BASEMENT STORE

#### Meats

Congratulations to Mr. L. Kirbyson who became a Quarter-Century Club member since we last wrote.

Congratulations also to Dave and Audrey Gray on the birth of a "wee lassie" to their happy household — Kimberley Anne is the name given.

And to Iggy and Emma Novak who are also happy to announce the birth of their son, Werner, on October 2.

Wednesday, October 6, we honoured our retired colleague, Mr. Ted Duffield. Mr. W. Hodgson paid tribute to the many years of good service Ted gave to the Company, and on behalf of his fellow-workers, presented Mr. Duffield with a Marine electric clock and a lovely sweater and wished him and Mrs. Duffield a road of good health and happiness ahead. Mr. Duffield replied in his own quiet way. We all join in saying "So long, Ted, may the years be good to you."

Our deepest sympathy to Mr. and Mrs. Bob Stacey on the recent death of Mrs. Stacey's mother.

#### Lingerie and Hosiery—By A. Treger

We are pleased to report that Edna Fredrick is making steady progress following her appendix operation. Hope to see her back at work soon.

Congratulations to Miss L. (Ina) Gracey on her 25th anniversary.

\* \* \*

### MAIN FLOOR

#### Drugs—By C. O'Kelly

A most enjoyable evening was spent at the Paddock on Tuesday, October 19, when a dinner and social evening was held in honour of Clarence Pound, prescriptionist, who celebrated his quarter-century this year. Other honoured guests included Mr. Cassie, Groceries Soaps, with 45 years' service; Mr. Green, our department manager, with 30 years, and Miss Elcombe, of Patent Counter, also with 30 years' service. A wonderful time was enjoyed.

We are glad to have Bert Ellis, our Western Stores man, back with us. Bert has had more than his share of illness lately—we hope it is now a thing of the past.

Ken Merrett, of Filling Room, has also been very ill. He, too, we are happy to say, is back with us.

Best wishes to Miss Joyce Cunningham, one of our demonstrators, who recently left us.

From Dayton's (Minneapolis) "Dayton News" we read that Lulu Dodd was promoted to assistant department manager in Fashion Village Dresses. Miss Dodd has floor-managed in the Fashion Village since October, 1953. Before going to live in Minneapolis, Lulu was for two years in Eaton's, Winnipeg, Toiletries.

#### Notions—By V. Gillespie

Congratulations to our assistant, Mr. Len Shaw, who celebrated his 35 years of service with the Company, October 5. The day's events were climaxed by a party at Mr. Yeland's.

Our wishes for every happiness to Doreen Hansen who became the bride of Boris Romanov on September 25, at Saviour's Lutheran Church.

#### Hosiery and Gloves—By N. Patterson

Congratulations to Helen Sawatsky on her engagement to Owen Elkins of Grand Forks, North Dakota. That ring is simply gorgeous, Helen.

All our best wishes to Marg Van der Graaf who became Mrs. Ernie Tychan, on October 2, in a double-ring ceremony at Atlantic United Church. Honeymoon is being spent in Detroit. The happy couple will reside at Transcona.

\* \* \*

### SECOND FLOOR

#### Fancy Goods—By Mabel Deacon

Members of the Fancy Goods held a dinner at the Paddock, September 15, in honour of Miss Jean Owen's quarter-century. This was well attended and the evening was enjoyed in dancing and fun.

Our sympathy is extended to Miss K. Lorimer, a retired member of our staff, in her recent bereavement.

#### Fancy Goods Workroom—By Joyce Vesey

No excitement for months—then all of a sudden two girls walk in with beautiful sparkling diamond rings! We wish to extend our congratulations to Edna Lesosky and Lillian Smith. When do we hear those wedding bells, girls?

\* \* \*

### THIRD FLOOR

#### Hardwares—By H. Smith

Our sympathy goes out to Mrs. Ruth Hogan whose sister passed away in Vancouver, September 19.

The girls in the department held a double shower at the home of Joan Mortimer in honour of Tina Chateau whose marriage took place October 9, and Doreen Murdoch, a bride-elect of October 15. Tina was presented with a set of stainless steel ware and Doreen with a set of china dishes and kitchenware. Thanks, Joan, and all those who assisted, for a good time!

#### Meat Department—By Hilda Mensforth

Our two bowling teams are coming along nicely—the Sirlions and Tenderknits. Keep striking, bowlers!

We are always happy to see our retired men call in to see us. Art Taylor, Jack Gillan and Frank Cooper were recent visitors.

Congratulations to Jimmy Duff, a new addition to our department. He recently chose himself a wife (Joyce Berryman) from the Basement Fruits Department. Mr. Hodgson, on behalf of the staff, presented Mr. Duff with a coffee table. Best of wishes to you, Jimmy and Joyce.



#### FOURTH FLOOR

##### Optical Parlours

Honouring Mr. Fred Olson, department manager, on his 30th anniversary with the Company, a department luncheon was held October 6 at Llentrad Harbour. In addition to the guest of honour, guests introduced by Mr. E. Smith, department manager, were: Mrs. F. Olson and Mr. S. Westby, former manager. Mr. V. Black presented the guest of honour with a car refrigerator, and Mrs. Olson received a corsage presented by Mrs. S. Sluggett.

\* \* \*

#### FIFTH FLOOR

##### Lunch Room News

Mr. W. Sandbrook, retired from our staff, has just returned from a most wonderful and exciting "Grand Tour" of Britain and the Continent; some of it on conducted tours, much of it on his own. His visit included England, Scotland, Ireland, then France, Belgium and Luxembourg, West Germany and Bavaria; over to Switzerland, Italy and back through France, on to Holland and Denmark and England—four and a half months of interesting travel—May to October. A long time, said Mr. Sandbrook, since he had seen his old home town, the seaside resort of Weymouth, in Dorset; and, as usual, "you'd never know it now."

\* \* \*

#### SIXTH FLOOR

##### General Office—By Doreen Ripley

Best wishes to Gladys Walker who became Mrs. Victor Weber on September 17, at St. Luke's Lutheran Church. On behalf of the staff, Mr. Whitbread presented Gladys with a pressure cooker and linens.

Same good wishes to Jean McKinnon who became the bride of Bill Peppin, September 25, at Rosedale United Church. Jean received Revere ware and blankets from the department and girls.

On September 29 Lorraine Anderson was the recipient of a torchere lamp and blankets from the department and girls. The presentation was made by Mr. Whitbread on the occasion of her marriage (which took place October 2) to Ed Carlson.

On September 22 Anne Larson was presented with Revere ware and blankets when she left to be married. Her wedding to Keith Burton took place October 9 at Teulon United Church.

Best wishes, Lorraine and Anne.

Congratulations to Lois Stevens who arrived at work with a gorgeous "sparkler" on her engagement finger early in October.

Also to Olga Parastuk who received her diamond ring on October 12 from John Tymkiw.

Previous to her marriage on September 11, when she became Mrs. Lionel Thomas, Joan Shaw was presented by Mr. R. Whitbread, on behalf of her fellow-workers, with a steam iron and blankets. Our best wishes to the happy couple.

Congratulations to Pat Frovich and Bob Carter who became "Mr. and Mrs." on August 28. Pat and Bob were recipients of a breakfast set from the office staff. Best of wishes for their future happiness.

Sorry to hear that Doreen Thibideau is in hospital. Our wishes for a speedy recovery and hope you are back with us soon.

We extend our sincere sympathy to Geneva Hayward on the loss of her mother.

##### Floor Coverings—By Gladys McLean

A department party was held at Maple Grove Beach on Saturday, October 9, when a good number turned out to enjoy the evening—also the corn and hot dogs!

Welcome back to Ernie Wiebe who is to be with us for a few months again.

Welcome also to the other new young men in the department; hope you enjoy being with us.

##### Draperies

We hear "through the grapevine" that Harry Finnegan, our Edmonton Store Draperies Department manager, while in Winnipeg recently and playing cribbage at his father-in-law's home, was dealt a perfect crib hand (not by himself, of course). Harry modestly disclaimed any special skill in this case—although he is, of course, as redoubtable at that as at golf—but remarked for a certain person's benefit, that anybody can win, golf or cribbage, if they're given such a favourable handicap!

\* \* \*

#### SEVENTH FLOOR

##### Stock Audit—By I. Morris

Miss Vicky Jakimowich left September 4 to become the bride of Mr. Stephen Merrett. The wedding took place September 10 at the Russian Orthodox Holy Trinity Cathedral.

On behalf of the Stock Audit staff Mr. J. L. St. John presented Vicky with twin boudoir lamps amid many good wishes for her future happiness.

\* \* \*

#### EIGHTH FLOOR

##### Provisions Order Board—By Anne Atkin

On Tuesday, September 21, a shower was held in honour of Ruth Gordon at the home of Frankie Moyse. Ruth was presented with figurines and a lovely housecoat from her friends and associates. We wish her much happiness in the future.

Welcome back to Phil Wilkes and Phil Mowatt who have been on the sick list. Sorry if we have overlooked anyone.

\* \* \*

#### ELEVATOR UPS AND DOWNS

Congratulations to Mr. A. Brown, our genial friend on Portage Dispatch, who celebrated 35 years with our staff and the Company on September 22.

Best wishes to Mrs. Lee Gould who has taken up new work with the Candy Department.

Congratulations to Mr. and Mrs. Fred Loeb (formerly Eleanor Davidson of our department) on the birth of their baby boy, David Neil, September 21.

Pleased to report that Lorraine McLeod and Bernice Brennan, of our "Cubs" team, were picked for all-stars for the 1954 season.

On September 29, Miss Margaret Hosler reported to work wearing a lovely diamond. The lucky man is Mr. Joe Witoski. Miss Bernice Hotz did likewise on October 12—another lovely jewel—the lucky man being Mr. Mike Hnatishin. Congratulations, girls.

At the home of Mrs. Joan James, Monday, September 20, a shower was held for Miss Helga Austman, bride-elect of October 9. She received many lovely gifts. Helga became Mrs. Alan Evans on October 9. Our best wishes for their future happiness. The gift from the department was an electric kettle.

Through Mr. W. Gould We Extend the Following Invitation to Retired Eaton Men Living In or Near Winnipeg:

"You do not have to be an active curler to enjoy Tuesday afternoons at the Eaton Retired Men's Curling Club. Curling is only one of numerous friendly activities and recreations. A game of bridge or cribbage, etc.; skill and fun in table bowling; sometimes movies—and always, of course—the pleasure of meeting and chatting with old friends. We meet at the Eaton Curling Rink on Mayfair Avenue (just over the Assiniboine, near Main Street), Tuesday afternoons at 1:30."

# IN THE MAIL BAG

## SECOND AND THIRD FLOORS

### M.O. Packing and Money Returns

By F. Spice

Miss Edith Backlund left Department 113 recently to reside in Vancouver, B.C. She received personal gifts from both the department and shower funds and others from personal friends in the department.

Mr. Robert Edmonston left Department 113 on September 29 to take up residence in Springfield, Oregon. Before leaving, Bob received a tie, shirt, socks and cigarettes from friends in the department, and a cardigan sweater from the department fund. We wish him much future success.

Miss Connie Younka left us on October 2 to be married to Mr. Leslie Wellington at a later date in Montreal. Connie received silverware from the department and towels, china figurines and a travel clock as personal gifts from department friends.

Miss Florence Maksymetz left on October 2 to be married on October 16 to Paul Krilyk at St. Michael's Ukrainian Catholic Church in Dauphin. Before she left she received a canister set and a lazy susan serving tray from the department.

Miss Pat Phillips left on October 7 to be married on October 9 to Ed Koroll at Blessed Virgin Mary Church. She received a table lamp and vase from the department and a kitchen clock from the shower fund.

A shower luncheon was held at the Home-stead on October 13 to honour Miss Patricia Allarie, a bride-elect of October 21. The guest of honour was presented with a breakfast set of dishes and a linen luncheon set. Pat left work on October 16 to be married to Donald Schade of Beausejour on October 21, at Sacred Heart Church. She received a steam iron from the department and a comforter from the shower fund.

Our very best wishes for the future to all the brides.

Miss Shirley Mitchell received a diamond ring this month. Congratulations, Shirley.

We are sorry to report Miss Anne Penner and Mr. Ernie Godfrey on our sick list this month. We wish them both a speedy recovery.

\* \* \*

## FOURTH FLOOR

### Winnipeg M.O. Buying Office

From London, England, comes the news of the marriage of Sub.-Lieut. William Evans, son of Mr. H. D. Evans, of our office—the bride being Miss Janet Farquhar, of Halifax, N.S. The wedding took place at St. Mary the Boltons Church, Kensington, London, and the maid of honour was Miss Margaret Standish, of Halifax, who is a niece of Mr. D. S. McKellar, retired Merchandise Office manager of House Furnishings. The guard of honour was made up of classmates of the bridegroom from Royal Roads Naval College, Victoria, B.C.

### M.O. Women's Shoes—By L. Shadbolt

Best wishes to Mrs. Lorna Winogradoff who left us September 11 to concentrate on household duties. On behalf of the department, Mr. B. H. McGregor presented her with a purse with the best wishes of the staff. Lorna was also the recipient of several other gifts.

From Retired Eatonian Jack Slater, M.O. Children's Shoes:

"Thanks for the magazines, we look forward to them. Enjoying our stay on the Island (Victoria); met a number of old Winnipeg Eatonians. Keep Contacts coming!"

\* \* \*

## FIFTH FLOOR

### M.O. Draperies—By I. Eilmes

We extend a warm welcome to Mr. Jim Hunter (formerly of Store Piece Goods) who has now joined our staff.

Congratulations to Miss Laura McKnight on joining the Eaton Quarter-Century Club.

## M.O. Accessories and Millinery

By Muriel Fraser

Welcome back to Jeannette Gagnon who was absent for several weeks for an eye operation. We are happy that it was successful, Jeannette!

Hearty congratulations to Mr. P. Thompson, department assistant, who celebrated his 35th anniversary on September 26.

Our sincere sympathy to Miss Kay MacLennan and family, in the loss of their mother.

## M.O. Books and Stationery

A grand department party was held October 6 at the home of Miss Bernice Spring, honouring Ellen Davies, 35 years, and Cecil Kennedy's quarter-century with the Company. Gifts were presented by Mr. N. Gregg on behalf of the department. Thanks, Bernice, for a grand time.

## M.O. Paints and Wallpapers

October 14 was a day when we all felt proud of our Mr. W. Milford's celebration of 40 years with Eaton's.

Our best wishes go with Margaret MacDonald who left September 15 to live in Boston—not far from her home folks in Nova Scotia. Her co-workers presented Margaret with a travel case, and two parties were held in her honour.

\* \* \*

## SIXTH FLOOR

### M.O. Men's Clothing—By F. Paget

Complimenting Bette Schroeder, a bride-elect of October 22, the girls of the department held a shower at the home of Millie Barker. A corsage and personal gifts were presented. On behalf of the department, Mr. T. Bennett then presented her with a beautiful torchere lamp.

Bette plans to return to the town of her birth, Morris, Man., where her husband is taking up farming. We wish them lots of luck and happiness.

### M.O. Dresses—By M. Carriere and M. J. Neil

Our congratulations and best wishes go to Mildred Maydanik and Mickey Lesuik on their recent engagement.

Sig Breckman met with a serious accident and landed in hospital. Can't say how sorry we are to hear of your misfortune, Breck. Hope you will be back with us very soon.

## M.O. Watch and Clock Repairs

By Elsie Dudych

Hearty congratulations were extended to Mr. J. Penner on the occasion of his marriage, September 18, at Bethel Mission. Jake and his bride, the former Miss Greta Buhr, motored to Bemidji for their honeymoon. On behalf of the department, Mr. Olafson presented the groom-elect with a Sunbeam toaster.

September 18 was also the day chosen by Miss Madeline Hoover for her marriage to Mr. Jack Scott, formerly of our department. The wedding was quietly solemnized in Lynn Valley, North Vancouver, and Mr. and Mrs. Scott left by boat for Victoria and Kelowna. The department gathered around Madeline's gaily decorated desk when she returned to us on October 5, and on behalf of the department, our supervisor, Mr. A. Cranston, made the presentation of a Sunbeam coffee maker. Good luck and all the best, Madeline and Jack.

Mrs. Scott was honoured at a miscellaneous shower Tuesday, October 12, when Mrs. Cliff Chatfield entertained at her home. The guests numbered twenty-two, and the guest of honour received many beautiful gifts. All report a wonderful time and oh! that food!

Mrs. C. Ridgedale (Dorothy to us) celebrated her 30th anniversary with the Company, October 13. Her gift from the department was a lovely ornamental brass plate and a pair of vases besides numerous personal gifts. Mr. M. Donaldson, of the Jewellery Department, did the honours.

## M.O. Household Linens

Congratulations to Mr. and Mrs. T. D. Carson on the birth of an 8-lb. son, Donald David, at the Maternity Pavilion on September 24.

We have enjoyed visits in the M.O. Household Linens during the last month from the following members of our retired staff: Miss Phoebe Field, J. H. Egerton, John Stevenson. It was certainly pleasant to have a chat with these friends again.

\* \* \*

## SEVENTH FLOOR

### M.O. Budget Plan

By R. C. Leclair and J. Seguin

Good-bye and best wishes go to Mrs. Peggy Leech, Mrs. Pat Young and Mrs. Audrey Klemchuk. All these girls have decided to make homekeeping their full-time job.

Peggy Leech received a gift at a luncheon held for her by friends at Moore's and also a gift from the office. Pat Young's gift from the department was a lazy susan server. The girls presented Audrey Klemchuk with a blouse as a parting gift.

Previous to her wedding Pat Leslie was honoured at a luncheon held at Moore's on August 26. She was presented with a lazy susan and a salad dish. Hostesses were Grace Teichroeb and Gladys Smith. Pat became the bride of Robert Duff on September 4 at St. John's United Church.

We would like to extend our hearty welcome to those who have recently joined our office staff.

### M.O. Lingerie—By Bea Nash

Glad to hear that May Vincent is looking so well. We all hope it won't be long before you are back with us, May.

Congratulations to Elna Jensen who is wearing a lovely diamond. The fortunate "fella" is Mr. Gerald Wilson.

## M.O. Infants' and Children's Wear

By Edith Wells

Heartiest congratulations to Margaret Vandeen Bussche who left our department, October 9, to be married October 28. Her gifts from the department were sheets, pillow cases and towel sets.

\* \* \*

## EIGHTH FLOOR

### M.O. Complaints and Claims—By J. Baynes

A warm welcome and best wishes are extended to a new member of Department 118A, Henry Kroeker, who recently came to us from 119.

David McFetridge, Jr., is happy to announce the arrival of his baby brother, Thomas John, at Misericordia Hospital, September 21. The proud daddy is Dave McFetridge, 118A, and mummy is the former May Alderdice of Department 117. Congratulations and best wishes, baby and family.

A wedding of interest to our departments took place October 2 in St. Matthew's Church when Marge Rogan changed her name to Mrs. Edward (Ted) Higham. We all wish Marge and Ted many happy years together.

### M.O. Exchanges—By M. Davies

Our best wishes to Erna Olfert who left on September 18 and was married to Henry Enns on October 2 at First Mennonite Church. On leaving, Erna was presented with many lovely gifts including a bedspread, gift of the department staff.

A presentation of a pen and pencil set was made on October 8 to Henry Kroeker who was transferred to M.O. Complaints. We are sure, Henry, you will be very happy and successful in your new work.

Our sincere sympathy is extended to Mrs. Kae Hall in her recent bereavement.

## M.O. Copying—By M. Shepherd

Congratulations to Bob Williams on his 25th anniversary with the Company, October 1.

The girls held a dinner at the Homestead in honour of Reita McNeilly, when she was presented with a plastic canister set and an electric iron. Her marriage to Ronald Belanger took place on September 11 at the Assumption Church, Transcona.

Congratulations to Donna Copeland who received her engagement diamond from Doug McCarthy on October 9.

Miss Betty Sotolov became the bride of Leslie Riskin on October 24. On leaving the department she was presented with a mirror. At a dinner held in her honour at Moore's, by the girls, Betty received a pop-up toaster.

## M.O. Correspondence

By S. Filteau and A. Thomson

A number of Yvonne La Fortune's friends in 117 surprised her at a dinner at the Homestead on September 16. Yvonne was presented with a gift and corsage. She was married September 18 to Roger Brodie. Sincere good wishes to the happy couple.

On Thursday, October 7, the girls of 117 gathered at the Homestead in honour of Miss Patricia Mansky, bride-elect of October 23. They presented Pat with a lovely end table and corsage.

We wish to congratulate the former Edna Oldack (Mrs. Evashuk) on the birth of a son.

## M.O. Cashiers

Congratulations to Miss F. Sibbald who celebrated her 35th anniversary September 25.

Best wishes to Beryle Trinder who was married to Robert Eakin in Westminster United Church, October 1. Before she left us, her desk was gaily decorated and gift-laden; and a miscellaneous shower was held in her honour at the home of Jenny Wells.

\* \* \*

## NINTH FLOOR

### M.O. Notions and Fancy Goods—By H. Price

Wedding bells rang in September for Margaret Oulion and Rita Renaud, both girls of M.O. Notions. Mr. J. Aker presented Margaret with a two-tone bed throw on September 4, while Mr. Marshall presented Rita with a trile lamp on September 25, on behalf of their co-workers. Both these popular young brides-to-be also received many personal gifts.

## M.O. Hosiery and Gloves

By A. Stefansson

We are all very glad to welcome Bill Stewart back and sincerely hope, Bill, you will enjoy steady good health from now on.

October 6 was a notable day for May Scott who celebrated her 35th Eaton anniversary.

To Mr. J. Patterson we extend our sympathy in the loss of his brother, Mr. J. G. Patterson, late department manager, Furniture Department, Edmonton Store.

## M.O. Candy Factory

Big times lately in the Candy Factory. We have had four members celebrate their quarter-centuries: Nellie Pace, September 16; Martin McLean, September 27; Bob Purdie, October 3, and Albert Enefer, October 16. Congratulations to them all!

We extend our deepest sympathy to Mr. Ed Unrau in the loss of his infant daughter.

\* \* \*

## PRINTING PLANT

By M. Torrance

Heartfelt sympathy is extended to Mr. Paul Munson in the loss of his father.

With the help of Dan Cupid, Mr. Dick Savage added a little more sparkle to the Novelties Counter, Second Floor Fancy Goods, when he placed a ring on the left hand of the lady of his choice, the lady being Miss P. Irvine. Congratulations to you both.





# CONTACTS

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Vol. 29 NOVEMBER, 1954 No. 10

Editor: W. E. (Bill) GRAY

## In Memoriam

"... When that which drew from out the boundless deep,  
turns again Home!"—Tennyson

\* \* \*

### MRS. CHARLOTTE CHRISTINA BROWN

Retired Eatonian, Mrs. Brown passed away on September 30 at the age of 74. Widow of the late Mr. Woodford Brown, Mrs. Brown had worked as a seamstress for Eaton's for 25 years when she retired in 1949. She was a member of Rebekah Lodge, Sunshine 53. To her daughter, sister and grandchildren, we offer our sincere sympathy.

\* \* \*

Sincere sympathy to these members of the staff who have recently been bereaved:

#### In the Loss of a Mother

Miss Marjorie Daniels.....	M.O. Packing
Miss G. Wing (step-mother).....	Fancy Goods
Mr. Dave Turner.....	Caretaking
Miss I. Neil.....	Children's Shoes
Mr. W. G. Cherrett.....	General Audit
Miss C. McLennan.....	
	M.O. Fashion Accessories
Miss Hazel Moore.....	M.O. Jewellery
Mr. Jack Moore.....	M.O. Furniture
Mr. S. Mostowy.....	Foodateria Groceries
Mrs. H. Turnbull.....	Draperies
Mr. B. Taylor.....	Box Factory
Mr. J. Seaborn.....	Candies
Mrs. G. Acheson.....	Lunchroom Kitchens

#### In the Loss of Her Husband

Mrs. T. Gardiner.....	Men's Hats, Caps
Mrs. K. Hall.....	M.O. Exchanges

#### In the Loss of a Father

Mr. A. Cooney.....	Furniture
Mr. Paul Munson.....	Printing
Mrs. Betty O'Bryan.....	Sporting Goods
Miss N. Sochaski.....	Shoe Repairs

#### In the Loss of a Son

Mrs. N. Morison.....	Provision Order Board
----------------------	-----------------------

#### In the Loss of a Brother

Mr. J. Patterson.....	M.O. Hosiery
Mr. S. Patterson.....	Drapery Workroom
Mr. R. Patterson.....	Grill Bakery

Mr. Guy S. ("Ducky") Holmes, retired member of the Provisions staff who, many years ago, went with Mrs. Holmes to live at the Coast, suffered the loss of his wife who passed away at Victoria, Tuesday, October 12. The sympathy of his many friends here is expressed to Mr. Holmes in his bereavement.

We hear, also, from Mr. Alex Pitkethly, retired from the Printing Department, that he recently was told by a friend of the death in Portobello, Scotland, of Mr. Tom Pendrick, formerly of the Store Telegraph Office. His passing will be sincerely mourned by the many who counted him friend.

# Speaking About Mail Orders...

## The Assistants' Association Opens Season by Hearing How We Get Mail Orders—and How We Handle Them

Mr. A. H. Young, M.O. superintendent, was guest speaker when the assistants gathered for their first meeting this season, with President Scott Marshall in the chair.

The talk given by Mr. Young outlined the receipt and processing of an order into and through the Mail Order system, and dealt briefly with some of the many complications that arise in handling, filling and shipping problems. From that, the speaker went to the planning, preparation and building of the numerous Eaton catalogues, and explained why, under today's planning for co-ordinating methods and reaching greatest speed consistent with producing a high-grade book, it was necessary to consolidate the catalogue work.

Mr. Marshall thanked the speaker, and the meeting then was shown an interesting movie about the laying of the inter-provincial oil pipeline. Four new members were introduced: Messrs. A. M. Jenkins, 28; J. Graham, 46; G. H. Blakeman, 179; F. A. Dyer, 1056. Among the head table guests was Mr. B. Sutherland, staff superintendent.

"Good News Tonight," reported the Dance Committee, "All set for the Eaton Fall Dance—Now's the time for all Assistants to Get Those Tickets Sold."

(See their message to our readers, back page.—Ed.)



### STEPS TO SALES..

KNOWLEDGE  
COURTESY  
INITIATIVE  
SERVICE

Better Sales from  
Better Salespeople

### TEAMWORK WINS.....

*Let's All Work  
Together!*

### CO-OPERATION

+ COURTESY  
+ SERVICE  
+ EFFICIENCY  
= SATISFIED  
CUSTOMERS

## SPONSOR the SPONSORS!



If you are an experienced Eatonian, whether with many years or not behind you—if you know your job and your merchandise in the selling end; if you know your job and the details of its systems in any other zone of our work—then You can be of help, very much so, during the heavy, busy season now ahead.

### Let's Consider What We Ask of Sponsors:

- (a) To initiate the new staff members into the work as efficiently and happily as possible.  
So—if you see that there are some things a new Eatonian has not just understood, don't wait for the Sponsor to get back to him or her—if you can help or explain, please do so.
- (b) To train new people in department systems and procedures.  
Have to be careful here—we probably will never train or explain in quite the same way as the sponsor may; but here, again, if it is evident to you that somebody has not grasped knowledge or rules, be prepared to help out in emergencies.
- (c) To inform new people about the department's merchandise . . .  
and more than that, to enthuse them with the quality and Eaton value for the money . . . yet never have them mislead.
- (d) To instill a desire to give the best in service and courtesy.  
This the sponsor will do as best he or she can—but even their best instruction will not equal **your** good example, working beside the new colleague.
- (e) To encourage development and responsibility throughout the staff.  
You can help the sponsor in this by giving an example of handling your work without unnecessarily bothering others . . . being careful, again, to see that rashness and irresponsibility are avoided.



# Choose Your Partners

*For the Season's Biggest  
and Best Social Event...*

## EATON'S FALL DANCE

WEDNESDAY

NOVEMBER 10

*at the*

*Royal  
Alexandra*

JUST \$1 PER  
PERSON

Be Sure to Come—  
You'll have a grand time!

Got your tickets? If not,  
**DON'T DELAY — BUY TODAY!**

On Sale in All Departments

**21-Inch TELEVISION SET for DOOR PRIZE**

Music?

Rhythm?

Choice of Tempo?

Just look at this group of Winnipeg's Favourite Orchestras...

Crystal Ballroom.....Irvin Plumm      Colonial Room.....Harold Green  
Banquet Hall.....Jimmy Gowler; Caller, Ed Gray

*"You Wanna Be There When The Band Starts Playin'!"*